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1962 GROWERS PRICE LIST
70th Year of quality seed

Be

Steele's[®] Mastodon[®] Pansies

Mastodon is Steele's Registered Trade Mark Name



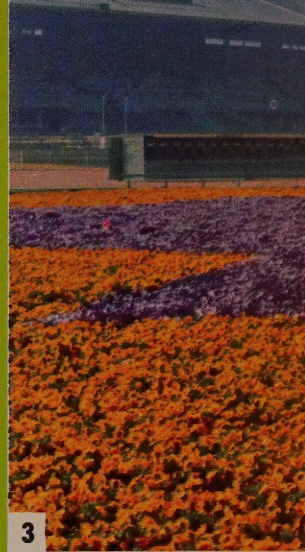
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U.S. Department of Agriculture

Steele's
Pansy Gardens Inc.
P.O. Box 4555
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.

Steele's Pansies at Sun Valley, Idaho



1



3



2



4

Separate



Jumbo Pay Dirt—Our origination—blazing gold with dark rays. Largest and most popular of all separate colors. Dramatic alone or in color combinations.

Jumbo Moon Moth—Startling white with a blue penciled face. Reflects night lighting. Ideal for patios.

Jumbo Bronze Tones—A blend of many colors such as nut brown, ginger, mocha, old gold and many with smoky suffusion.

Jumbo Madame Steele—A glowing velvet purple. Larger than ever.

Jumbo Beaconsfield—Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

Gorgeous—Uniform, velvety port red. Compact growth.

Mlle. Irene—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

Sea Blue—A vibrant blue of excellent size and texture. Makes striking color combinations.

Adonis—Wisteria Blue. Largely a Jumbo type. Early flowering. Much improved, larger and more intense in color. Has a small, perky face.

Golden Gate—Luminous yellow with a small black center. Very uniform and compact bushy growth.

		1/16	1/8	1/4	1/2	1	2	3	4	8	1
		oz.	oz.	oz.	oz.	oz.	oz.	oz.	oz.	oz.	lb.
Jumbo Moon Moth (white)	1.00	3.00	5.40	9.75	16.50	26.40	48.00	67.25	84.00	162.00	312.00
Jumbo Bronze Tones	1.00	2.85	5.10	9.20	15.60	25.00	45.00	63.75	80.00	150.00	294.00
Jumbo Pay Dirt	1.00	2.85	5.10	9.20	15.60	25.00	45.00	63.75	80.00	150.00	294.00
Jumbo Madame Steele	1.00	1.00	1.80	3.25	5.85	9.90	15.85	28.50	40.25	51.00	98.00
Jumbo Beaconsfield	1.00	1.00	1.80	3.25	5.85	9.90	15.85	28.50	40.25	51.00	98.00
"Gorgeous"	1.00	1.00	1.60	2.80	5.00	8.60	13.75	24.75	35.00	44.00	83.15
Mlle. Irene	1.00	1.00	1.60	2.80	5.00	8.60	13.75	24.75	35.00	44.00	83.15
Sea Blue	1.00	1.00	1.50	2.70	4.80	8.30	13.20	23.75	33.60	43.20	81.60
Adonis	1.00	1.00	1.50	2.70	4.80	8.30	13.20	23.75	33.60	43.20	81.60
Golden Gate	1.00	1.00	1.50	2.70	4.80	8.30	13.20	23.75	33.60	43.20	81.60

superb

Mixtures

Jumbo Mixed—The largest flowering and the most superior color blend of any strain. Rare and different shades as well as copper, brass, red, vermilion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose and wine. Cold resistant in severe climates, winter flowering in mild. Many unusual type faces your customers will like. To satisfy everyone—for more purple add Madame Steele, for yellow Pay Dirt and Moon Moth for white—all are Jumbo type.

Butterfly Hybrids—Our origination—Predominantly pastel with shades of pink, terra cotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other pansy strain. Try early spring planting.

Super Swiss "400" Mixes—Brightest by far of the Swiss type pansy and a top mixture with a balanced color range of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue violet and variations; many with three-tone color effects, all blotched and many bordered in contrasting hues.

Jumbo Sunset—This is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as earliest of blooms.

1. Beaconsfield—Here's a real eye-catcher for special color effects. Smooth blend of lavender and velvety soft violet.
2. Pay Dirt—Effective use of this popular pansy in a mass planting effect.
3. Pay Dirt, Adonis and Sea Blue in an in-field planting at the Santa Anita Race Track.
4. Pay Dirt—Close-up showing the brilliant coloring and delicate markings of this famous Steele's pansy.
5. Super Swiss Mixture—Note how they blend with, and set off, their surroundings.
6. Sunset—A real jumbo pansy characterized by early and prolific blooming and a mixture of brilliant colors.
7. Jumbo Mixed—A colorful planting for almost any setting.



	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	1 lb.
Jumbo Mixed		1.00		1.90	3.40	6.10	10.35	16.55	29.80	42.20	53.00	103.50	199.50
Butterfly Hybrids	1.00			1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	88.25	170.00
Super Swiss Mixed	1.00			1.45	2.60	4.70	8.00	12.65	23.00	32.50	43.00	83.00	161.00
Jumbo Sunset	1.00			3.00	5.40	9.75	16.50	26.40	48.00	67.25	84.00	162.00	312.00

Germination directions included with each order.



Steele's Pansies

Grown in the Ideal Soil and Climate

Friends in our sister state of Washington are inviting the world to attend their "Century 21 Exposition," the first world's fair since 1939.

We quote from one of our local garden editors: "Probably no other area of its size in the entire United States has as many highly specialized growers of flowers and ornamental plants as does

Western Oregon and Washington. It is hard to match the quality of the many horticultural specialty products grown in this favored portion of the nation."

It was in this favored land that Eldon J. Steele patiently toiled and produced a strain of pansies that have become famous in every part of the world. He found Oregon ideal in climate and soil for the breeding of pansies, so adaptable that they are grown in every climate from Alaska to tropical Florida.

The pansies at our Canby ranch will be in full bloom during the entire period of the Exposition. We urge you to visit us and see how our pansy seed is produced. We will look forward to seeing you this season.

Everyone loves pansies ... especially Steele's Mastodons

For seventy years Steele's Pansies have been used for dramatic landscape effects in national parks, city parks and show places all over America. Steele's Pansies are unrivaled for huge size and brilliant range of color and lend themselves to any arrangement or design. Steele's Pansies will be

1. Swiss—Typical of the many type faces available in Steele's Pansies.

2. Super Swiss—One of the finest of our strains, perfectly balanced in color range, many with three-tone color effects.

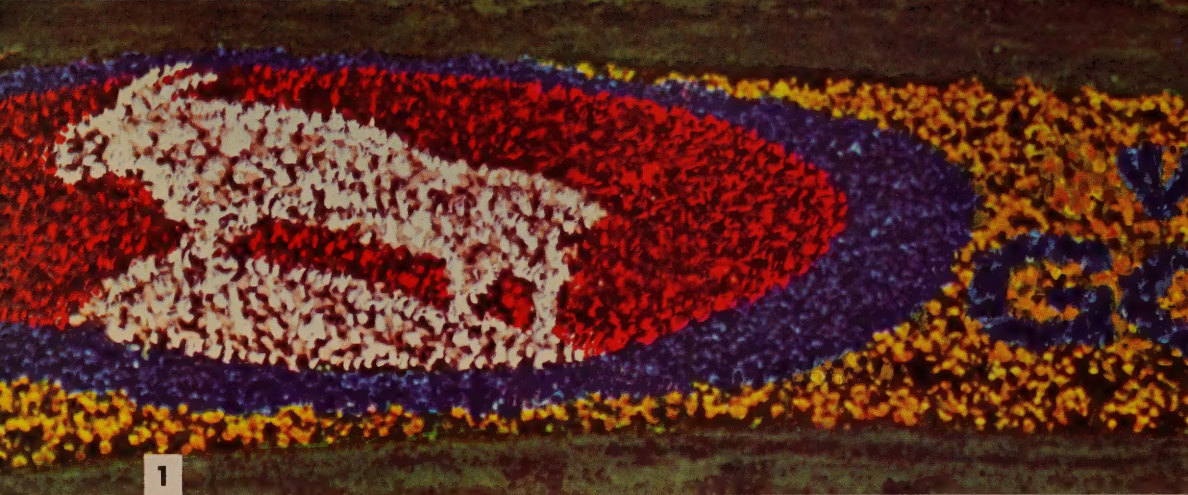
3. Jumbo Mixed—The largest flowering and the most superior color blend of any strain. Many rare and different shades.

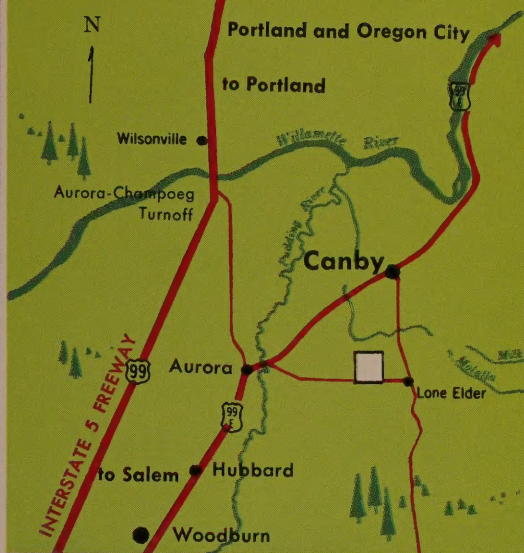
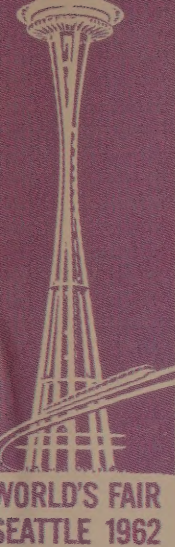
4. Colorful plantings of Steele's Pansies that provides a setting of beauty and serenity.

found in plantings on capitol grounds, memorial parks, turf clubs, national parks and private gardens from coast to coast.

Typical of many of the plantings of Steele's Pansies are these at Oak Hill Memorial Park and Mortuary, San Jose, Calif. Ernest Patton, gardener.







On your way to or from the Century 21 Exposition be sure to visit Steele's Pansy Gardens. We are located south of Portland, Oregon. The map at left shows where we are in relation to major highways, rivers and surrounding communities. We'll be looking for you in 1962.

1. Glacier Park, Montana — Steele's Pay Dirt, Sea Blue, Gorgeous and Moon Moth make up this planting to welcome the Governor to the Governor's Conference in 1960.
2. Arcadia, California — The center field of the Santa Anita Race Track. Steele's Pansies have been used at Santa Anita every year since opening.
3. Sacramento, California—A large circular bed of Steele's Super Swiss Mix is featured at the William Land park. Surrounding plantings are Steele's Pay Dirt.

It Pays to Order Direct for Personal Service and Sales Aids

COMMERCIAL PANSY CULTURE

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects.

PRICE \$1.00

SLIDES AND POSTERS

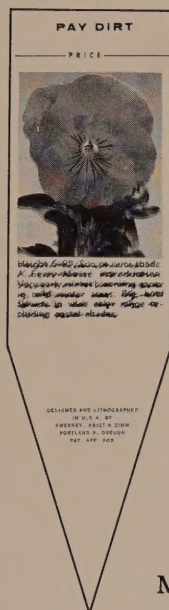
Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. A handling charge of \$1.00 is all that is necessary for the loan of these outstanding slides. Free on request with each order of \$2.50 or more in our beautiful **FOUR-COLOR PANSY POSTER PAINTING** by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 37th year for the **STEELE PANSY POSTER**—a tradition among pansy lovers all over the world.

NEWSPAPER MATS

One mat can be used many times, so run your ad often and regularly. An easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$10.00 or more or 10 cents with orders under \$10.00.

COLORFUL FLAT STICKERS

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$10.00 order. Be sure to ask for them.



New In '62 Plastic Plant Markers

IN FULL COLOR

Plastic Plant Markers in non-fading colors will be available for Steele's Jumbo Mixed and Pay Dirt.

Price: \$2.35 per 100

Minimum Order, 100 Markers

Available after Dec. 1, 1962

RADIO COPY

An easy way to promote quick sales. Write for details on 20-second and one-minute tie-ins for radio.

PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture—and insures the best results from Steele's Mastodon pansy plants after the leave your hands. \$1.50 per hundred.

**WE WILL BE MORE THAN PLEASED TO
HELP YOU WITH ANY PROBLEM OF
PANSY CULTURE.**



View of Oak Hill Memorial Park and Mortuary showing chapel in the background. Note how the pansy plantings blend into the setting with a feeling of dignity and beauty. The hardy nature and season-long flowering of Steele's Mastodon pansy make them ideal for special landscape effects.

Postal card (shown at right). Another typical Steele's Jumbo Mixed Pansy is shown on this year's four-color postal card. These striking cards will bring you more orders for pansy plants. Only \$3.00 per hundred.

Steele's Pansies Shipped Only in the Originators Pack

For your protection and convenience, Steele's Mastodon Jumbo Pansies are shipped only in our originators pack. Any pansy seed not received in these packs are not genuine Steele's.



Steele's®



Pansy Gardens Inc.

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